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21. The method of claim 18, wherein the step of entering the information at the viewer location includes using a hand-held remote-control unit.

22. The method of claim 18, wherein the step of entering the information at the viewer location includes using an on-screen programming technique.

23. The method of claim 18, wherein the step of entering the information at the viewer location includes downloading the information from a computer.

24. The method of claim 18, wherein the pointer is transmitted continuously with the TV program.

25. The method of claim 18, wherein the pointer is transmitted at the initiation of the TV program.

Sub
DE 7 26. A method of directing an automatic channel changing function at a viewer location to achieve a cohesive viewing environment, comprising the steps of:

providing a channel selector at a viewer location; and

transmitting, from a broadcaster to the viewing location, a TV program on a primary TV channel, the program including additional information for directing the channel selector to automatically switch, at least temporarily, to one or more secondary TV channels.

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27. The method of claim 26, wherein the additional information is derived from preference information entered at the viewer location.

28. The method of claim 26, wherein the preference information is entered using a handheld remote-control unit.

29. The method of claim 26, wherein the preference information is entered using an on-screen programming technique.

30. The method of claim 26, wherein the TV program is a cable TV program.

31. The method of claim 26, wherein the TV program is an audio/video program transmitted in digital form.

32. The method of claim 26, wherein the additional information is transmitted continuously with the TV program.

33. The method of claim 26, wherein the additional information is transmitted at the initiation of the TV program.

34. A television viewing system, comprising:
a source of an audio/video TV program including a channel-change command; and

equipment at a TV viewing location remote from the source, the equipment including a channel selector and circuitry operative to perform the following functions:

receive the TV program;

detect the channel-change command, and

automatically select a different station in response to the channel-change command.

35. The system of claim 34, further including:

a device for inputting descriptive information by a viewer; and

wherein the multi-channel tuner is changed to a different station as a function of the descriptive information in response the channel-change command.

36. The system of claim 34, wherein:

the device is a hand-held remote-control unit; and

the descriptive information is entered using an on-screen programming technique.

37. The system of claim 34, wherein the TV program is a cable TV signal.

38. The system of claim 34, wherein the TV program is an audio/video program transmitted in digital form.

39. The system of claim 34, wherein the descriptive information is transmitted continuously with the TV program.

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